

LIBRARY

NOV 3 1954
FEDERAL RESERVE
BANK OF CHICAGO

CONFIDENTIAL - FEDERAL RESERVE BANK OF CHICAGO SPECIAL WEEKLY REPORT ON DEPARTMENT STORE SALES--UNITED STATES SUMMARY

NOT FOR PUBLICATION

November 8, 1954

Sales in selected departments

Department	Percentage change from a year ago					Monthly un adjusted indexes (1947-49 average monthly sales = 100)									
	One week ending				4 weeks ending	1954				1953					
	Oct. 30	Oct. 23	Oct. 16	Oct. 9	Oct. 30	Oct.	Sept.	Aug.	July	Nov.	Oct.	Sept.	Aug.	July	
GRAND TOTAL SALES <u>1/</u> <u>2/</u>	+ 3	r+ 8	+ 1	- 2	+ 2	e108	p101	87	76	123	112	100	87	77	
Furniture and bedding	+ 3	0	+ 5	- 6	0	e124	p114	131	110	121	132	112	136	112	
Domestic floor coverings	0	- 5	-11	- 4	- 6	e107	p 90	77	61	109	122	93	83	61	
Major appliances	+20	+13	+21	+21	+18	e 79	p 73	73	92	65	75	70	74	83	
Radio, phonograph, TV	+12	+ 9	+ 5	- 2	+ 5	e139	p124	89	73	157	141	119	93	73	
Total of 4 departments <u>1/</u>	+ 5	+ 1	+ 3	- 2	+ 2	e112	p100	100	90	110	118	99	104	89	
ALL OTHER SALES <u>1/</u>	+ 3	r+ 9	0	- 2	+ 2	e108	p101	85	74	125	111	100	84	76	

p--Preliminary.

r--Revised.

e--Estimated from weekly sales figures.

1/ Monthly indexes for this category are not released publicly; they are shown here solely to permit comparisons with departmental changes.

2/ Figures are based on the abbreviated sample described in note below and are presented here solely to permit comparisons with departmental changes. For weekly movements of total department store sales, refer to the regular weekly sales report H.8a (based on about 550 stores).

Note:--Total national sample is comprised of some 115 stores (varies slightly among departments) of the approximately 350 stores regularly reporting monthly departmental figures.

Sales in Selected Departments
(Percentage change from corresponding period a year ago)

	Furniture and bedding					Domestic floor coverings					Major household appliances				
	One week ending				4 weeks ending	One week ending				4 weeks ending	One week ending				4 weeks ending
	Oct. 30	Oct. 23	Oct. 16	Oct. 9	Oct. 30	Oct. 30	Oct. 23	Oct. 16	Oct. 9	Oct. 30	Oct. 30	Oct. 23	Oct. 16	Oct. 9	Oct. 30
United States	+ 3	0	+ 5	- 6	0	0	- 5	-11	- 4	- 6	+20	+13	+21	+21	+18
Boston	+12	+12	+11	+12	+12	- 2	-15	-14	+ 1	- 8	+12	-12	+ 3	-12	- 4
New York	+ 3	+ 6	- 2	- 8	0	- 4	- 5	-22	-12	-11	+ 5	-19	+10	+ 4	- 1
Philadelphia	+14	- 8	-17	- 9	- 5	+ 3	-20	-19	-16	-14	+34	+27	+ 4	+31	+23
Cleveland	-14	- 8	+ 5	-14	- 8	- 5	-34	-13	+ 4	-14	+ 9	+24	+32	+14	+19
Richmond	0	+ 8	+ 4	-17	- 2	+ 4	+10	- 7	+38	+11	+31	+27	+53	+34	+36
Atlanta	0	+14	+16	+18	+11	0	+31	+ 2	+ 3	+ 7	+38	- 4	-31	+56	+10
Chicago	+11	-15	+26	- 4	+ 4	+ 2	- 3	- 4	-14	- 4	+19	+ 3	+14	- 5	+ 9
St. Louis	+ 7	+ 7	+26	- 6	+ 7	-11	+ 5	-1	+ 5	- 1	+40	+36	+26	+46	+37
Minneapolis	-12	- 3	+ 2	+ 5	- 2	+26	-10	+20	+24	+13	- 3	+ 7	+59	+78	+38
Kansas City	0	+ 6	+16	+13	+ 9	-23	+23	-15	-35	-16	+45	+22	+142	+49	+60
Dallas	+19	+33	- 4	-33	- 2	+53	+38	+10	-63	- 6	+34	+86	+24	+10	+33
San Francisco	- 5	- 6	- 5	+ 1	- 4	- 1	+ 7	0	+ 7	+ 4	0	- 5	+ 4	+41	+ 9
	Radios, phonographs, television, etc.					Total of 4 departments					Grand Total--entire store 2/				
	One week ending				4 weeks ending	One week ending				4 weeks ending	One week ending				4 weeks ending
	Oct. 30	Oct. 23	Oct. 16	Oct. 9	Oct. 30	Oct. 30	Oct. 23	Oct. 16	Oct. 9	Oct. 30	Oct. 30	Oct. 23	Oct. 16	Oct. 9	Oct. 30
United States	+12	+ 9	+ 5	- 2	+ 5	+ 5	+ 1	+ 3	- 2	+ 2	+ 3	r+ 8	+ 1	- 2	+ 2
Boston	-16	+17	+ 1	+ 5	+ 1	+ 4	+ 1	+ 3	+ 3	+ 2	+11	+ 5	- 7	+ 3	+ 3
New York	+13	+22	+11	+ 7	+13	+ 2	+ 3	- 6	- 7	- 2	+ 9	r+ 9	- 7	- 8	0
Philadelphia	+13	- 2	+22	+25	+15	+12	- 9	-13	- 5	- 4	+ 3	+ 3	-12	- 9	- 4
Cleveland	+11	0	-19	-36	-13	- 6	-11	0	-10	- 7	- 6	+ 3	- 3	- 4	- 3
Richmond	+10	+32	+14	-18	+ 7	+ 6	+14	+ 8	+ 1	+ 7	+ 7	+22	- 3	- 6	+ 4
Atlanta	+17	- 7	-26	+19	+ 2	+ 8	+ 7	- 6	+20	+ 8	+ 6	+17	+ 6	+ 6	+ 8
Chicago	+ 5	+ 4	+12	- 3	+ 5	+10	- 7	+16	- 6	+ 3	0	+ 8	+ 8	- 6	+ 2
St. Louis	+33	+ 5	+37	+15	+21	+12	+11	+21	+ 9	+13	+ 6	+16	+10	- 4	+ 6
Minneapolis	+25	- 8	+17	+15	+11	+ 5	- 3	+22	+29	+13	- 2	- 7	+ 7	+15	+ 3
Kansas City	+111	+45	+84	+63	+74	+28	+22	+48	+21	+30	+ 7	+ 2	+15	+11	+ 9
Dallas	+18	+61	+16	- 9	+13	+28	+52	+ 9	-26	+ 9	+ 8	+25	+22	-25	+ 5
San Francisco	-15	- 9	-16	-12	-13	- 6	- 4	- 7	+ 3	- 3	0	- 5	- 1	+14	+ 2

For footnotes, see page 1.